



TN : SONY Sales Performance 23/09/2025 9:06 AM

MTD Sales
395.78 L

Brand Share %
15.94 %

Information:
MTD : 01-09-2025 To 22-09-2025
* Branch where in Brand Share % is less than Overall State's Brand Share **15.94 %** are only listed below

Property	MTD Sales L	Brand Share %
LED TV	318.64	13.73 %
Home-The	77.14	47.71 %
Total	395.78	15.94 %

Sales Zone	MTD Sales L	Brand Share %
SOUTH-01	82.07	17.20 %
SOUTH-03	52.11	18.51 %
CHENNAI-01	51.12	17.04 %
CHENNAI-02	50.14	17.94 %
TRICHY-01	41.08	14.17 %
WEST-01	36.58	16.61 %
SOUTH ARCOT	32.78	18.05 %
WEST-02	31.29	13.28 %
NORTH ARCOT	13.53	8.78 %
KL-SOUTH	5.08	8.01 %
Total	395.78	15.94 %

SOUTH-01

Property	MTD Sales L	Brand Share %
LED TV	59.19	13.46 %
Home-The	22.88	61.12 %
Total	82.07	17.20 %

Branch *	MTD Sales L	Brand Share %
TUT1	2.81	7.97 %
MAR1	1.23	6.86 %
TCN1	1.11	11.33 %
SDI1	1.10	8.69 %
TKS2	0.87	7.59 %
SNL1	0.85	15.75 %
VNR1	0.69	10.68 %
ASM1	0.68	8.98 %
STU2	0.67	8.55 %
VKM1	0.66	10.18 %
APK1	0.62	7.10 %
TKY1	0.51	6.40 %
PDI1	0.49	13.67 %
MMT1	0.34	4.20 %
RND1	0.33	2.62 %
ERL2	0.31	2.87 %
TYI1	0.29	3.82 %
KGL1	0.22	4.72 %
TVL2	0.15	3.36 %
SGT1	0.12	4.66 %
VLY1	0.10	0.93 %
APK2		0.00 %
ARM1		0.00 %
KYR1		0.00 %
PKD1		0.00 %
S2SD		0.00 %
SKD1		0.00 %
UDN1		0.00 %
Total	82.07	17.20 %

SOUTH-03

Property	MTD Sales L	Brand Share %
LED TV	42.71	16.12 %
Home-The	9.40	57.05 %
Total	52.11	18.51 %

Branch *	MTD Sales L	Brand Share %
KYK1	1.06	15.42 %
KKD2	0.72	15.21 %
PVI1	0.70	4.91 %
TPT1	0.64	7.97 %
MDU4	0.46	11.65 %
MLR1	0.34	5.77 %
MPA1	0.31	5.98 %
ODM1	0.28	12.19 %
CBM1	0.23	3.97 %
MNM1	0.22	7.31 %
PNI1	0.21	5.38 %
CMR1	0.16	7.30 %
DGL2	0.14	3.93 %
KPT1	0.14	3.24 %
ADP1	0.14	2.34 %
DKI1		0.00 %
MDU5		0.00 %
NTM1		0.00 %
PKM1		0.00 %
PNV1		0.00 %
SGP1		0.00 %
SZSD		0.00 %
TDI1		0.00 %
USL1		0.00 %
Total	52.11	18.51 %

CHENNAI-01

Property	MTD Sales L	Brand Share %
LED TV	44.21	15.66 %
Home-The	6.92	38.73 %
Total	51.12	17.04 %

Branch *	MTD Sales L	Brand Share %
CH05	1.76	13.12 %
CH22	1.22	15.91 %
CH16	1.17	4.29 %
CH42	0.92	10.17 %
CH28	0.49	3.32 %
CH35	0.49	6.05 %
CH39	0.46	7.19 %
CH45	0.29	2.14 %
SKL1	0.23	3.14 %
CH37	0.15	5.18 %
WHC3	0.05	2.23 %
AVD1		0.00 %
CH26		0.00 %
CH29		0.00 %
CH40		0.00 %
CZWH		0.00 %
MC10		0.00 %
MRM1		0.00 %
Total	51.12	17.04 %

CHENNAI-02

Property	MTD Sales L	Brand Share %
LED TV	43.55	16.38 %
Home-The	6.58	48.56 %
Total	50.14	17.94 %

Branch *	MTD Sales L	Brand Share %
CH24	2.22	15.53 %
CH06	2.06	15.64 %
CH09	0.95	9.44 %
GPD1	0.87	12.63 %
CH23	0.54	10.93 %
PON1	0.39	5.94 %
CH43	0.36	3.74 %
UKI1	0.34	5.88 %
CH17		0.00 %
CH27		0.00 %
CH31		0.00 %
CH33		0.00 %
CH36		0.00 %
MC06		0.00 %
CH34	-0.07	-0.76 %
Total	50.14	17.94 %

TRICHY-01

Property	MTD Sales L	Brand Share %
LED TV	34.54	12.57 %
Home-The	6.54	43.34 %
Total	41.08	14.17 %

Branch *	MTD Sales L	Brand Share %
KUM1	2.90	15.46 %
TNJ2	2.69	14.87 %
MVM1	1.39	8.18 %
JKM1	0.69	8.95 %
TTP1	0.58	7.39 %
AYR1	0.57	9.52 %
NGT1	0.46	4.09 %
MSI1	0.45	6.60 %
KRN1	0.37	7.05 %
APM1		0.00 %
KIK1		0.00 %
NCK1		0.00 %
NMM1		0.00 %
ORU1		0.00 %
TRY2		0.00 %
TVR1		0.00 %
TZSD		0.00 %
Total	41.08	14.17 %

WEST-01

Property	MTD Sales L	Brand Share %
LED TV	30.34	14.81 %
Home-The	6.25	40.34 %
Total	36.58	16.61 %

Branch *	MTD Sales L	Brand Share %
PDM1	0.67	15.89 %
KMD1	0.61	8.61 %
AVI1	0.56	10.35 %
CBE5	0.49	10.59 %
DPM2	0.34	5.79 %
SYM2	0.31	5.18 %
ANR1	0.30	10.17 %
PPI1	0.23	4.64 %
CBE3	0.15	3.01 %
TPR4	0.09	3.51 %
CBE1		0.00 %
GBM1		0.00 %
GDR1		0.00 %
KGI1		0.00 %
KGM1		0.00 %
MPM1		0.00 %
SNR1		0.00 %
SUL1		0.00 %
TPR1		0.00 %
TPR2		0.00 %
TPR3		0.00 %
WZSD		0.00 %
Total	36.58	16.61 %

SOUTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	26.97	15.80 %
Home-The	5.81	53.54 %
Total	32.78	18.05 %

Branch *	MTD Sales L	Brand Share %
VPM2	2.35	15.20 %
PRT1	0.91	12.59 %
MKM1	0.66	13.64 %
ULP1	0.47	4.01 %
TRK1	0.44	4.04 %
KLM1	0.36	3.80 %
CDM1	0.34	3.58 %
VCM1	0.22	4.55 %
VPM1	0.21	5.37 %
STP1	0.14	3.58 %
KML1		0.00 %
TDM1		0.00 %
TVM1		0.00 %
WHNV		0.00 %
Total	32.78	18.05 %

WEST-02

Property	MTD Sales L	Brand Share %
LED TV	22.56	10.46 %
Home-The	8.73	43.71 %
Total	31.29	13.28 %

Branch *	MTD Sales L	Brand Share %
SLM2	0.91	9.90 %
APN1	0.88	14.27 %
DPR2	0.63	11.09 %
OML1	0.55	7.77 %
SGI1	0.50	5.72 %
RSP1	0.39	6.07 %
VKL1	0.34	10.61 %
PDR1	0.34	10.85 %
MTR1	0.30	5.01 %
KVP1	0.28	5.01 %
NKL2	0.22	2.86 %
VPD1	0.22	2.27 %
PLC1	0.16	3.99 %
KMM1	0.15	3.79 %
TRM1	0.15	1.67 %
TCG1	0.14	3.08 %
EDP1	0.08	2.07 %
ATU1		0.00 %
BMD1		0.00 %
CMI1		0.00 %
EPI1		0.00 %
HRR1		0.00 %
MCR1		0.00 %
PMP1		0.00 %
SGG1		0.00 %
WZWH		0.00 %
Total	31.29	13.28 %

NORTH ARCOT

Property	MTD Sales L	Brand Share %
LED TV	9.70	6.87 %
Home-The	3.83	29.90 %
Total	13.53	8.78 %

Branch *	MTD Sales L	Brand Share %
VSI1	0.78	12.27 %
VEL2	0.69	6.23 %
TRT1	0.47	14.41 %
AKM1	0.41	4.38 %
VEL1	0.34	6.83 %
SLG1	0.22	9.32 %
CGM1	0.21	6.40 %
VNB1	0.21	3.36 %
ARC2	0.14	1.97 %
GDM1	0.14	2.44 %
ABR1		0.00 %
ANI1		0.00 %
BGR1		0.00 %
CPT1		0.00 %
CYR1		0.00 %
KPM1		0.00 %
PLR1		0.00 %
PTU1		0.00 %
SBR1		0.00 %
UGI1		0.00 %
WJD1		0.00 %
WJP1		0.00 %
Total	13.53	8.78 %

KL-SOUTH

Property	MTD Sales L	Brand Share %
LED TV	4.88	7.96 %
Home-The	0.20	9.47 %
Total	5.08	8.01 %

Branch *	MTD Sales L	Brand Share %
TVP1	4.85	13.97 %
PAS1	0.23	1.23 %
KLR1		0.00 %
Total	5.08	8.01 %